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## **Demographic Services Center's 2014 Population Estimates: Wisconsin Continues Its Moderate Growth**

**State Estimate, 1/1/2014: 5,732,981**  
Change from 1/1/2013: 15,871 (0.28%)  
Change from Census 2010: 45,995 (0.81%)

Wisconsin's population growth was slightly faster in calendar 2013 than in calendar 2012 (and in calendar 2012 it was slightly faster than it was in calendar 2011). In calendar 2013, Wisconsin is estimated to have shown the first population increase over 15,000 people since calendar 2007.

- In calendar 2013, the number of housing units added ticked up a bit, as did the proportional pace of increase. The increase in households was larger and faster in 2013 than in 2012. In calendar years 2010-2013 (inclusive), Wisconsin added just over 40,000 housing units, or less than a third of the 143,000 housing units added 2000-2003 (inclusive).
- The estimated housing occupancy rate has remained fairly steady for the past three years, suggesting approximate balance between housing units added and households added. (An occupied housing unit is a household.)
- The estimated average household size continues to decline slightly, in keeping with a long historical pattern, although the decrease is minimal in comparison to previous decades. These downward changes influence the modest estimated increase in population.

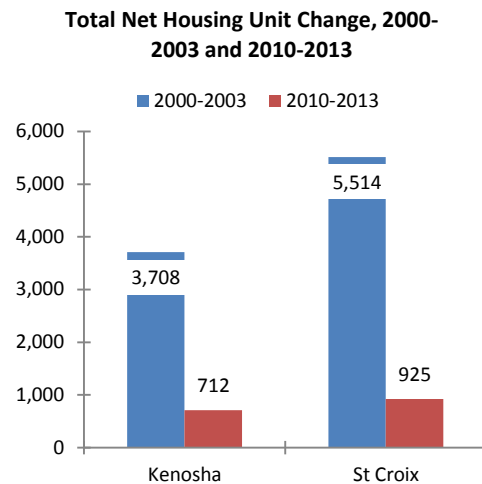
<b>Housing Units &amp; Households</b>	
<u><b>Net Change in Housing Units</b></u>	
CY 2013:	12,570 (0.5%)
CY 2012:	10,170 (0.4%)
CY 2011:	8,230 (0.3%)
CY 2010:	9,210 (0.4%)
<u><b>Net Change in Households</b></u>	
2013:	10,923 (0.5%)
2012:	8,832 (0.4%)
2011:	7,151 (0.3%)
2010:	8,003 (0.4%)

<b>Occupancy Rate</b>	
2013 Estimate	86.6%
2012 Estimate	86.7%
2011 Estimate	86.7%
Census 2010	86.9%
Change, 2010-2013:	-0.3%
<u><b>Average Household Size</b></u>	
2013 Estimate	2.419
2012 Estimate	2.422
2011 Estimate	2.425
Census 2010	2.429
Change, 2010-2013:	-0.010

- In a typical year, approximately 100,000 to 120,000 Wisconsin residents—about 2%— move to other states or other countries. In years when economic developments play to Wisconsin’s strengths, a slightly larger number move in, producing positive net migration. In-migration has slightly declined (to approximately 95,000 to 105,000 annually) in recent years, resulting in net out-migration of roughly 44,000 since the 2010 Census.

Natural Increase and Net Migration since 2010 Census	
Natural Increase	+90,018
Net Migration	-44,023

- Among the significant contributors to Wisconsin’s in-migration are the counties bordering the Minneapolis-Saint Paul and Chicago metropolitan areas. The number of housing units added in Kenosha County and St. Croix County from calendar 2010-2013 (inclusive) was less than a fifth of the number of housing units added in those counties from calendar 2000-2003 (inclusive). The push from cities and inner-ring suburbs into more-distant satellite areas, appears to have slowed at least temporarily. Possible contributing factors include housing market trends, economic trends, and age distribution trends.



## County Estimates

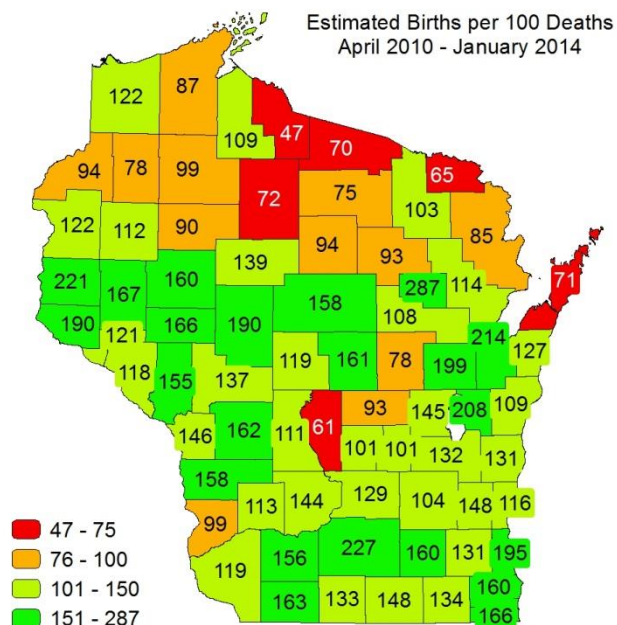
- From April 1, 2010 (Census 2010) to January 1, 2014, it is estimated that 55 of Wisconsin’s 72 counties gained population. Thus, 17 counties lost population, but the losses in 5 of them are estimated to be so minor—less than one-tenth of one percent—that, in estimation terms, their population change is neutral.
- Counties estimated to gain more than 3,000 residents since the 2010 census are: Dane (+14,178), Brown (+5,149), and Outagamie (+3,327). Proportional gains faster than 2.0% were estimated in Dane County (+2.9%), Grant County (+2.7%), and Brown County (2.1%)
- Counties with estimated population loss of at least one-half of one percent are in the northern tier: Langlade (-0.7%), Forest (-0.6%), and Ashland (-0.5%). Even where there were notable proportional losses in the population estimates, the numeric losses were not greater than 130 people in any county.

- Forty-seven counties are estimated to have experienced negative net migration—more people moving out than moving in—during the April 2010 through January 2014 period.
- Eight of the state's nine most populous counties gained population since the 2010 Census, although one county has declined a small amount:

**Most Populous Counties (more than 150,000 residents)**

County Name	Preliminary Estimate 2014	Census 2010	Numeric Change	Percent Change
Milwaukee	949,741	947,735	2,006	0.2%
Dane	502,251	488,073	14,178	2.9%
Waukesha	392,761	389,891	2,870	0.7%
Brown	253,156	248,007	5,149	2.1%
Racine	195,461	195,408	53	0.0%
Outagamie	180,022	176,695	3,327	1.9%
Winnebago	168,216	166,994	1,222	0.7%
Kenosha	167,258	166,426	832	0.5%
Rock	160,104	160,331	- 227	- 0.1%

- Eighteen counties are estimated to have experienced natural decrease—more deaths than births—from April 1, 2010 through January 1, 2014. Many of these counties have lower job density and higher population concentrations in age groups with lower fertility rates. Cities and their suburbs often have more natural increase than rural areas.



## Municipal Estimates

- More than one-half of the state's 1,852 municipalities are estimated to have added population from April 1, 2010 to January 1, 2014. Of those which are estimated to have lost population, 516 have declined by 10 or fewer people and 457 have declined by less than one percent.

Municipalities that	Census 2010 to 1/1/2014
gained population	1,085
had no change	69
lost population	698

- Twelve of the state's sixteen most populous cities are estimated to have gained population since the 2010 Census:

### Most Populous Cities (more than 40,000 in population)

Place Name	Prelim Estimate 2014	Census 2010	Numeric Change	Percent Change
Milwaukee	595,993	594,833	1,160	0.2%
Madison	240,153	233,209	6,944	3.0%
Green Bay	104,710	104,057	653	0.6%
Kenosha	99,680	99,218	462	0.5%
Racine	78,479	78,860	- 381	- 0.5%
Appleton	73,463	72,623	840	1.2%
Waukesha	71,044	70,718	326	0.5%
Eau Claire	66,834	65,931	903	1.4%
Oshkosh	66,412	66,083	329	0.5%
Janesville	63,525	63,575	- 50	- 0.1%
West Allis	60,272	60,411	- 139	- 0.2%
La Crosse	52,018	51,320	698	1.4%
Sheboygan	48,897	49,288	- 391	- 0.8%
Wauwatosa	46,766	46,396	370	0.8%
Fond du Lac	43,151	43,021	130	0.3%
New Berlin	40,130	39,584	546	1.4%

The City of Madison was estimated to have the fastest proportional change (+3.0%) and the largest numeric change (+6,944).